






Keyboards and Kickstands: Writing Tips With a K

Prewriting Checklist

Do not Leave the Prewriting Step without **NAILING** these 5 things... seriously. Step away from that blank page, Missus!

✓	5 Steps	What they really look like
	1. Audience You have to know who you are talking to before you start to speak.	Figure out who you are talking to: <ul style="list-style-type: none">- Traditional demographics: age, income, job, etc.- What she likes to read, watch and listen to- What she does in her spare time - hobbies, vacation spots, night life - the whole shebang. Figure out what her biggest fears are and what her greatest hopes are, and then figure out how you can alleviate the first and help her get closer to the second.
	2. Purpose You have to identify what you want to happen as a result of you speaking.	Figure out why you are talking: <ul style="list-style-type: none">- You have to decide what it is that you want your audience to do, think or feel at the end of your piece.- Internet users tend to want one of 3 things from online experiences: information, inspiration or entertainment. Do at least one of these.
	3. Ideas that Count Make sure your ideas are relatable and helpful by filling out a Quarterly Content Calendar.	Figure out what you are going to say: <ol style="list-style-type: none">1. Research for a framework of Themes or Messages that count2. Make a list of Topics within your Message3. Expand your favourite Topic into Points. Tips for Brainstorming <ul style="list-style-type: none">- Don't edit - let all of the ideas out, even if they're not "good"- Make it a picture - Draw, Label and Caption an image of your idea- Free-write in bulleted points- Try relating different ideas to one another - use a web- Make a list of questions you have been asked on the topic
	4. Outline Make a map to follow during Drafting.	Figure out how you will say it: <ul style="list-style-type: none">- Organize your points into a logical sequence- Decide what you want to say about each point - to fulfill your purpose- Write it out in a good ole fashioned Outline to follow during Drafting
	5. Words, Baby Make a bank of awesome and delicious words for your topic.	Figure out what words will say it best: <ul style="list-style-type: none">- Brainstorm, read, talk about the topic and write down the words that come up often.- Use a thesaurus to learn new and delicious ways to say all of the important words - make and keep a word bank for your common topics.

Now you're ready - Go forth and Draft with confidence!

Follow your outline, use your words and talk to your audience in a way that will fulfill your purpose. One Bite at a Time!